



The role of customer satisfaction in mediating the influence of perceived value and trust on reuse intention: A study of ShopeeFood service users in Denpasar City



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Abstract

Reuse intention is defined as a consumer's willingness to continue using a service after the initial experience. This study addresses the issue of declining reuse intention among ShopeeFood users in Denpasar. The main objective is to examine the mediating role of customer satisfaction in the relationship between perceived value and trust toward reuse intention. Drawing upon the Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT), this study employed purposive sampling to collect data from 160 ShopeeFood users. Data were collected through an online questionnaire and analyzed SEM-PLS approach. The results reveal that perceived value significantly and positively affects reuse intention. Trust has a significant positive impact on both customer satisfaction and reuse intention. Furthermore, customer satisfaction is found to significantly influence reuse intention. The mediation test indicates that customer satisfaction partially and significantly mediates the relationship between perceived value and trust toward reuse intention. These findings contribute to the theoretical development of TAM and CTT in the context of digital service reuse behavior. Practically, the results offer valuable input for companies to enhance customer loyalty. By improving perceived value and fostering trust, businesses can increase customer satisfaction, which ultimately drives reuse behavior in digital platforms such as ShopeeFood.

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1 Introduction

The proliferation of mobile technologies and the widespread adoption of smartphones have significantly transformed consumer lifestyles and commercial practices in the digital era. Mobile applications, particularly in the domain of online food delivery (OFD), have emerged as vital tools for enabling consumers to access a wide range of food options with speed, convenience, and flexibility (Kee et al., 2021; Chotigo & Kadono, 2021). In the Indonesian context, the rapid expansion of e-commerce platforms has been accompanied by the growing popularity of integrated OFD services, such as ShopeeFood, which has been operating since 2020 under the Shopee ecosystem.

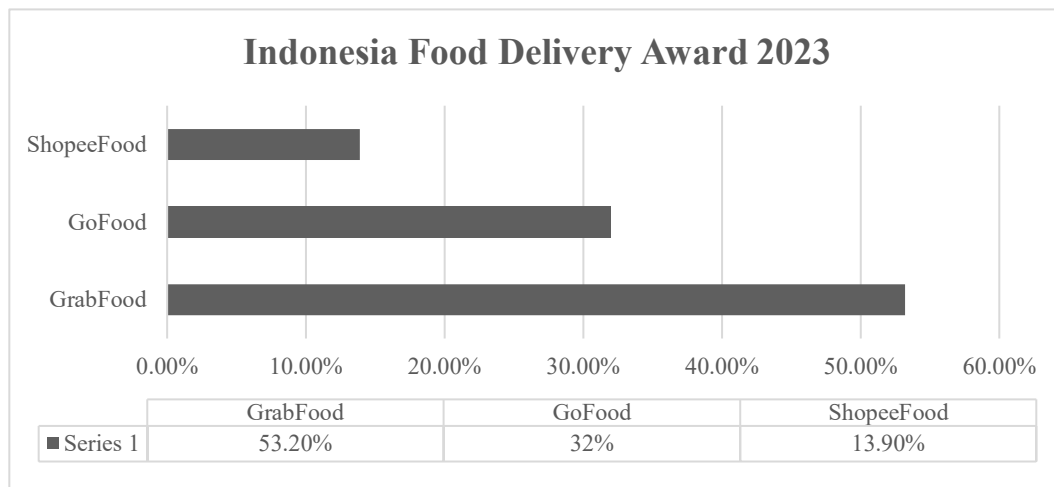


Figure 1: Indonesia Food Delivery Award 2023

Source: <https://standard-insights.com/awards/indonesia/food-and-beverage-delivery-2023/>

Despite this growth, ShopeeFood continues to face strong competition from established players such as GrabFood and GoFood. According to consumer insights data from Standard Insight (2023), ShopeeFood ranks third in market preference, indicating both a solid user base and potential for service enhancement. Although ShopeeFood benefits from features such as integrated payment systems, competitive pricing, and targeted promotions, recent empirical observations in Denpasar, one of Indonesia's key urban centers, suggest a decline in reuse intention among existing users.

Table 1
Comparison of Food Delivery Platform Fees in Denpasar City

No	Type of Fee	Platform		
		ShopeeFood	GrabFood	GoFood
1	Delivery Fee	Rp. 15,000	Rp. 16,000	Rp. 16,200
2	Service Fee	Rp. 4,000	Rp. 2,000	Rp. 2,000
3	Other Fees	Rp. 0	Rp. 2,000	Rp. 2,000

As shown in Table 1, the delivery fees charged by ShopeeFood, GrabFood, and GoFood are not fixed and may vary depending on factors such as delivery distance, timing, and location. The values presented in the table represent the minimum costs incurred by users per order. In consumer perception, pricing plays a pivotal role in influencing perceived value, often serving as an indicator of both service quality and expected benefits. Grewal et al. (2020), emphasize that premium pricing is generally associated with higher perceived quality and exclusivity, especially for upscale service categories. Conversely, lower pricing may lead to lower expectations, although exceptional service delivery can still result in a strong perceived value. Thus, price serves not merely as a financial measure, but also as a psychological signal that guides consumers in assessing the overall worth of a service offering.

Preliminary interviews with ShopeeFood merchants and operational staff revealed that approximately 35% of previous users have discontinued service usage within the last three months, citing factors such as inconsistent service quality, lackluster promotional offerings, and declining trust. These findings underscore the relevance of customer satisfaction and trust as key psychological constructs shaping post-adoption behavior in digital service contexts (Tsiotsou, 2020; Wu & Chang, 2021). In this regard, reuse intention, often positioned within the broader framework of behavioral intention, has become a critical indicator of platform sustainability and user retention.

Existing literature has demonstrated that perceived value and trust are significant antecedents of reuse intention in digital platforms (Yang et al., 2021; Liu et al., 2020), while customer satisfaction frequently functions as a mediating variable that explains how these perceptions translate into sustained user engagement (Huang & Lin, 2020; Khan et al., 2021; Kariman et al., 2022). However, limited empirical research has explored these relationships in the context of OFD platforms in Southeast Asia, particularly Indonesia.

This study investigates how customer satisfaction mediates the relationship between perceived value and trust on reuse intention among ShopeeFood users in Denpasar. By integrating the Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT), this research aims to offer both theoretical and practical contributions to understanding digital consumer behavior, especially concerning post-adoption usage dynamics in Online Food Delivery (OFD) services.

Literature review

This study is grounded in several established theoretical frameworks to systematically examine the determinants of reuse intention among ShopeeFood service users, namely the *Technology Acceptance Model (TAM)* developed by Davis (1989) and the *Commitment-Trust Theory (CTT)* developed by Morgan & Hunt (1994). This research integrates TAM and CTT to develop a comprehensive framework that captures both technology evaluation (via TAM) and relational quality (via CTT). While TAM provides insight into the perceived value derived from the service's functionality, CTT explains the emotional and psychological assurance users need to continue using the platform. Customer satisfaction acts as a key mediator that links perceived value and trust to reuse intention, reflecting both cognitive and affective evaluations in the post-adoption phase.

Technology Acceptance Model

The Technology Acceptance Model (TAM), originally introduced by Davis (1989), serves as a foundational framework for understanding individual behavior toward technology use. The model identifies perceived usefulness and perceived ease of use as the primary cognitive beliefs that influence users' intentions and actual adoption of technology. In the context of digital platforms such as food delivery services, TAM is useful for explaining how users perceive the system's efficiency, responsiveness, and ease of navigation, all of which shape their inclination to reuse the service (Venkatesh & Davis, 2000).

Commitment-Trust Theory

The Commitment-Trust Theory (CTT) proposed by Morgan & Hunt (1994), posits that enduring customer relationships are built upon two essential elements: trust and commitment. In service-based platforms where interaction occurs virtually, trust reduces uncertainty and enhances users' confidence in the service provider. For food delivery applications, trust becomes critical, especially when users expect reliability in delivery, accuracy in orders, and data security. Several scholars argue that trust fosters user satisfaction and plays a decisive role in encouraging long-term engagement (Chinomona & Dubihlela, 2020).

Perceived Value

Perceived value is commonly described as the consumer's overall assessment of the benefits they receive relative to the cost incurred (Zeithaml, 1988). In online food delivery services, this may include aspects such as delivery speed, fair pricing, promotional offers, and platform usability. Previous research (e.g., Yang et al., 2021; Liu et al., 2020) confirms that when users perceive high value, their intention to reuse the platform increases. Furthermore, studies have demonstrated that perceived value not only directly affects behavior but also enhances satisfaction by validating users' expectations (Huang & Lin, 2020).

Trust

Trust involves the belief that a service provider will act consistently and in the best interest of the consumer (Gefen et al., 2003). In digital delivery platforms, trust is influenced by consistent service quality, safe transactions, and system transparency. Research by Wu & Chang (2021) suggests that trust contributes both directly to reuse behavior and indirectly through satisfaction. When users feel secure and confident in the service, they are more likely to continue using it and recommend it to others (Miao, 2020).

Customer Satisfaction

Customer satisfaction refers to the emotional outcome resulting from the comparison between a service's perceived performance and user expectations (Oliver, 1997). It is a central predictor of post-adoption behaviors in digital services. Several studies (Lee & Lin, 2019; Khan et al., 2021) have shown that satisfaction serves as a mechanism of mediating between service perceptions (value and trust) and behavioral intentions. Higher satisfaction typically leads to increased loyalty, positive word-of-mouth, and repeated usage.

Reuse Intention

Reuse intention is defined as the user's likelihood of continuing to use a service after their initial experience. It is considered a key outcome variable in digital service research and is often linked to customer loyalty (Othman et al., 2019). In the context of food delivery platforms, prior studies (e.g., Trivedi et al., 2018; Alalwan, 2020; Slack et al., 2020) highlight that users who perceive value, experience satisfaction, and trust the platform are more inclined to maintain long-term usage. Based on the synthesized theoretical perspectives, the study advances the following hypotheses:

- H1:** Perceived value has a positive and significant effect on reuse intention.
- H2:** Perceived value has a positive and significant effect on customer satisfaction.
- H3:** Trust has a positive and significant effect on reuse intention.
- H4:** Trust has a positive and significant effect on customer satisfaction.
- H5:** Customer satisfaction has a positive and significant effect on reuse intention.
- H6:** Customer satisfaction mediates the relationship between perceived value and reuse intention.
- H7:** Customer satisfaction mediates the relationship between trust and reuse intention.

2 Materials and Methods

Research Design

This study adopts a quantitative explanatory approach, aiming to empirically examine the relationships between perceived value, trust, customer satisfaction, and reuse intention among users of ShopeeFood. The research is designed to test a causal model using a theory-driven framework derived from TAM and CTT.

Population and Sample

The target population of this study consisted of individuals residing in Denpasar, Indonesia, who had prior experience using ShopeeFood services. A purposive sampling technique, classified under non-probability sampling methods, was employed to ensure the selection of information-rich respondents relevant to the research objectives. The inclusion criteria were as follows: (1) respondents were aged 18 years or older, (2) had used the ShopeeFood application at least twice within the past three months, and (3) possessed prior familiarity with mobile-based food delivery platforms. A total of 160 complete and valid responses were obtained and deemed appropriate for further statistical analysis.

Data Collection and Analysis Procedure

Data for this study were gathered using a self-administered online survey, distributed via Google Forms to ensure accessibility and reach among the target respondents. The questionnaire items were developed by adapting established and previously validated measurement scales from prior studies, contextualized to fit the online food delivery service environment. Each item was measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to capture the respondents' evaluative judgments, perceptions, and behavioral intentions.

Table 2
Source of Questionnaire Indicators

Construct	Indicators	Source
Perceived Value	<ol style="list-style-type: none"> 1. Usefulness 2. Ease of Use 3. Aesthetic Appeal 4. Innovation 	Jiang et al. (2021)
Trust	<ol style="list-style-type: none"> 1. Reliability 2. Transaction security 3. Personal data security 4. Credibility 	Mai & Nguyen (2024)
Customer Satisfaction	<ol style="list-style-type: none"> 1. Satisfaction with experience 2. Overall service quality 3. Satisfaction with responsiveness 4. Satisfaction with preference availability 	Macias et al. (2023)
Reuse Intention	<ol style="list-style-type: none"> 1. Transactional intention 2. Preferential intention 3. Referential intention 4. Exploratory intention 	Joshi et al. (2025)

The survey instrument comprised four main sections: (1) demographic information, (2) usage behavior related to ShopeeFood, and (3) measurement indicators for the constructs of perceived value, trust, customer satisfaction, and reuse intention. A pilot study involving 30 participants was conducted to assess the clarity, relevance, and internal consistency of the questionnaire items. Based on the feedback obtained, minor adjustments were made to improve instrument validity and respondent comprehension.

Quantitative data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, implemented via SmartPLS version 4.0. This analytical method was selected due to its robustness in handling complex models with latent constructs, suitability for predictive analysis, and tolerance for small to medium sample sizes. The analysis followed a two-stage approach: (1) Measurement model assessment, which examined construct reliability, convergent validity, and discriminant validity; and (2) Structural model evaluation, involving the estimation of path coefficients, the coefficient of determination (R^2), and the statistical significance of hypothesized paths, determined through bootstrapping procedures with 5,000 resamples.

Research Framework

The objective of this study is to examine ShopeeFood users' reuse intention by analyzing the factors influencing reuse intention, based on the Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT). The conceptual framework can be illustrated in Figure 1 as follows:

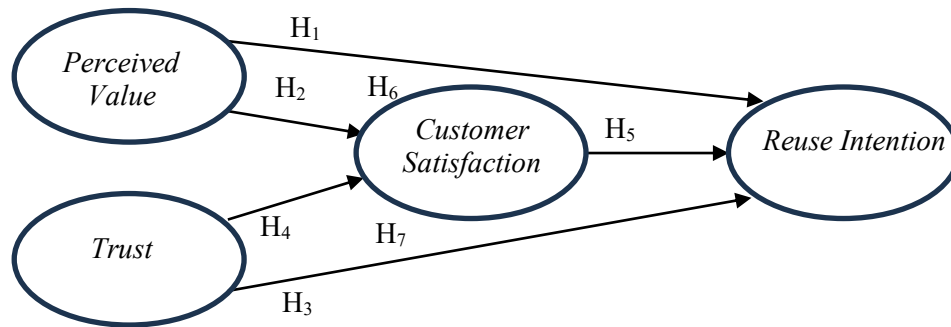


Figure 2. Research Framework

3 Results and Discussions

Descriptive Analysis

Descriptive analysis was conducted to provide an overview of the respondents' demographic characteristics and usage behavior related to the ShopeeFood platform. The study involved 160 valid respondents residing in Denpasar, Indonesia, selected based on purposive sampling criteria.

Most participants were young adults aged between 20 and 24 years, consistent with the Generation Z demographic, who are known for their high engagement with digital platforms and mobile applications. In terms of usage frequency, most respondents reported having used ShopeeFood more than twice in the past three months, indicating habitual and sustained interaction with the service. This reflects the platform's relevance and convenience for daily food consumption needs.

Additionally, respondents demonstrated a high level of familiarity with food delivery applications, which supports the assumption that the sample represents informed and experienced users. These characteristics are particularly relevant for assessing variables such as perceived value, trust, customer satisfaction, and reuse intention, as they pertain to individuals who are actively involved in digital consumption behavior.

Overall, the descriptive findings validate the appropriateness of the sample for investigating post-adoption behavioral constructs within the framework of the Technology Acceptance Model (TAM) and the Commitment-Trust Theory (CTT).

Inferential Statistical Analysis (PLS-SEM Analysis)

This study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 to test the hypothesized relationships among the variables. The analysis involved two main stages: (1) evaluation of the measurement model, and (2) evaluation of the structural model.

a. Evaluation of the Measurement Model (Outer Model)

The measurement model was assessed to evaluate the reliability and validity of each construct. Convergent validity was confirmed as all item loadings exceeded the minimum threshold of 0.70, and the Average Variance Extracted (AVE) for each latent variable was greater than 0.50.

Table 3
Convergent Validity (Outer Loadings)

Indicator	Outer Loading	Explanation
X1.1 <- <i>Perceived Value</i>	0,831	Valid
X1.2 <- <i>Perceived Value</i>	0,809	Valid
X1.3 <- <i>Perceived Value</i>	0,832	Valid
X1.4 <- <i>Perceived Value</i>	0,750	Valid
X2.1 <- <i>Trust</i>	0,719	Valid
X2.2 <- <i>Trust</i>	0,738	Valid
X2.3 <- <i>Trust</i>	0,762	Valid
X2.4 <- <i>Trust</i>	0,781	Valid
Y1.1 <- <i>Customer Satisfaction</i>	0,800	Valid
Y1.2 <- <i>Customer Satisfaction</i>	0,801	Valid
Y1.3 <- <i>Customer Satisfaction</i>	0,785	Valid
Y1.4 <- <i>Customer Satisfaction</i>	0,809	Valid
Y2.1 <- <i>Reuse Intention</i>	0,856	Valid
Y2.2 <- <i>Reuse Intention</i>	0,884	Valid
Y2.3 <- <i>Reuse Intention</i>	0,921	Valid
Y2.4 <- <i>Reuse Intention</i>	0,916	Valid

Convergent validity was evaluated by examining the outer loading values of each indicator for its respective latent construct. According to [Hair et al. \(2019\)](#), indicator loadings should exceed 0.70 to demonstrate acceptable convergent validity. As shown in Table 3, all outer loading values for the constructs Perceived Value, Trust, Customer Satisfaction, and Reuse Intention ranged from 0.719 to 0.921. These values indicate strong correlations between the indicators and their underlying latent variables. All indicators meet the minimum threshold of 0.70, confirming that they are valid and reliable measures of the intended constructs. Therefore, the measurement model satisfies the requirements for convergent validity.

Table 4
Result of Discriminant Validity

	Customer Satisfaction	Perceived Value	Reuse Intention	Trust
<i>Customer Satisfaction</i>	0.822			
<i>Perceived Value</i>	0.639	0.817		
<i>Reuse Intention</i>	0.675	0.707	0.898	
<i>Trust</i>	0.593	0.578	0.653	0.767

To assess discriminant validity, the Fornell-Larcker criterion was employed, which posits that a construct's discriminant validity is established when the square root of its Average Variance Extracted (AVE) exceeds the construct's correlations with all other latent variables. As presented in Table 4, the diagonal values representing the square roots of AVE for each construct, Customer Satisfaction (0.822), Perceived Value (0.817), Reuse Intention (0.898), and Trust (0.767), are all higher than their corresponding inter-construct correlation coefficients. These results provide clear evidence of discriminant validity, indicating that each latent construct is conceptually and statistically distinct from the others in the model.

b. Structural Model (Inner Model)

Following the validation of the measurement model, the structural model was assessed to test the proposed hypotheses. The bootstrapping procedure with 5,000 subsamples was used to estimate the significance of path coefficients.

Table 5
Results of Determination Coefficient Test

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Customer Satisfaction</i>	0.479	0.472
<i>Reuse Intention</i>	0.570	0.562

The coefficient of determination (R^2) was used to assess the explanatory power of the structural model. R^2 indicates the proportion of variance in the endogenous constructs that is explained by the exogenous constructs within the model. As shown in Table 5, the R^2 value for Customer Satisfaction is 0.479, indicating that approximately 47.9% of the variance in Customer Satisfaction is explained by Perceived Value and Trust. Similarly, the R^2 value for Reuse Intention is 0.570, meaning that 57.0% of the variance in Reuse Intention is accounted for by Perceived Value, Trust, and Customer Satisfaction.

Inferential Statistical Analysis (PLS-SEM Analysis)

The hypothesized relationships among the variables were tested through the bootstrapping procedure, as depicted in Figure 3.

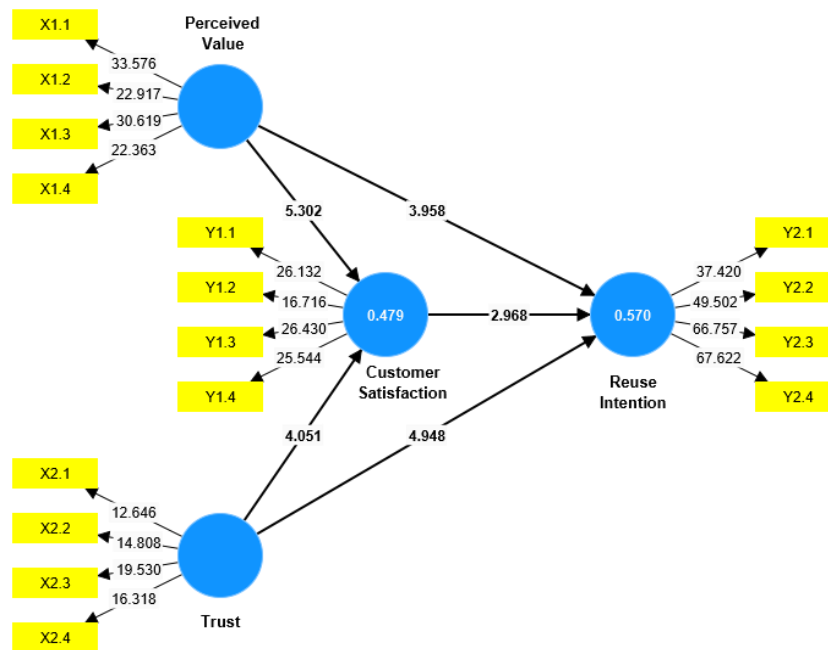


Figure 3: Research Empirical Model

All estimated path coefficients surpassed the critical t-value of 1.96, thereby confirming their statistical significance at the 5% level. These empirical results validate the proposed hypotheses and demonstrate that both Perceived Value and Trust serve as significant antecedents of Customer Satisfaction and Reuse Intention. Moreover, the analysis underscores the mediating role of Customer Satisfaction, which strengthens the impact of Perceived Value and Trust on users' continued intention to engage with the service. The indirect effect test results can then be presented as shown in Table 6. Below:

Table 6
Indirect Effect Test Results

	Original Sample	t-statistics	p-values
<i>Perceived Value</i> → <i>Customer Satisfaction</i> → <i>Reuse Intention</i>	0,120	2,470	0,014
<i>Trust</i> → <i>Customer Satisfaction</i> → <i>Reuse Intention</i>	0,086	2,121	0,035

Discussion

H1: Perceived Value has a significant positive effect on Reuse Intention

The analysis reveals that perceived value significantly and positively influences users' reuse intention toward ShopeeFood. With a path coefficient of 0.375, a t-statistic of 3.958, and a p-value of 0.000 (which is ≤ 0.05 and exceeds the critical threshold of 1.96), hypothesis H₁ is accepted. This indicates that as perceived value increases, so does the likelihood of users reuse the service. Quantitatively, an original sample (β) value of 0.304 suggests that for every one-unit increase in perceived value, reuse intention rises by 0.304 units.

H2: Trust has a significant positive effect on Reuse Intention

The analysis indicates that trust significantly and positively impacts users' reuse intention for ShopeeFood. With a path coefficient of 0.325, a t-statistic of 4.948, and a p-value of 0.000 (which is ≤ 0.05 and exceeds the critical threshold of 1.96), hypothesis H₂ is supported. This means higher trust levels correspond to greater reuse intention. Specifically, an original sample (β) value of 0.325 suggests that a one-unit increase in trust leads to a 0.325-unit increase in reuse intention.

H3: Perceived Value has a significant positive effect on Customer Satisfaction

The results show a path coefficient of 0.460 between perceived value and customer satisfaction, with a t-statistic of 5.302 and a p-value of 0.000. Since both values meet the significance criteria ($p \leq 0.05$ and $t > 1.96$), hypothesis H₃ is accepted. This means that perceived value significantly and positively affects customer satisfaction. The greater the perceived value, the higher the level of customer satisfaction. The original sample (β) value of 0.444 indicates that a 1-unit increase in perceived value leads to a 0.460-unit increase in customer satisfaction.

H4: Trust has a significant positive effect on Customer Satisfaction

The analysis yields a path coefficient of 0.328 for the relationship between trust and customer satisfaction, with a t-statistic of 4.051 and a p-value of 0.000. As the significance thresholds are met, hypothesis H₄ is supported. This suggests that trust significantly and positively influences customer satisfaction. Higher levels of trust lead to higher customer satisfaction. The original sample (β) value of 0.328 indicates that a 1-unit increase in trust enhances customer satisfaction by 0.328 units.

H5: Customer Satisfaction has a significant positive effect on Reuse Intention

The test results reveal a path coefficient of 0.261 between customer satisfaction and reuse intention, with a t-statistic of 2.968 and a p-value of 0.005. These results confirm hypothesis H₅, as the p-value is ≤ 0.05 and the t-statistic exceeds 1.96. Thus, customer satisfaction significantly and positively influences reuse intention. As satisfaction increases, so does the intention to reuse the service. The original sample (β) value of 0.261 implies that each 1-unit increase in customer satisfaction contributes to a 0.261-unit increase in reuse intention.

H6: Customer Satisfaction significantly mediates the effect of Perceived Value on Reuse Intention

The test results indicate a path coefficient of 0.120 with a t-statistic of 2.470 and a p-value of 0.014. Since the p-value is ≤ 0.05 and the t-statistic exceeds the critical value of 1.96, hypothesis H₆ is accepted. This finding confirms that Customer Satisfaction significantly mediates the relationship between Perceived Value and Reuse Intention. In other words, the influence of Perceived Value on Reuse Intention is partially transmitted through Customer Satisfaction. Thus, Perceived Value contributes meaningfully to enhancing Reuse Intention by fostering higher levels of customer satisfaction.

H7: Customer Satisfaction significantly mediates the effect of Trust on Reuse Intention

The mediation analysis revealed a path coefficient of 0.086, with a t-statistic of 2.121 and a p-value of 0.035. Given that the p-value is ≤ 0.05 and the t-statistic exceeds 1.96, hypothesis H₇ is supported. This indicates that Customer Satisfaction significantly mediates the effect of Trust on Reuse Intention. The results suggest that the positive influence of Trust on Reuse Intention is largely channeled through the development of Customer Satisfaction. Therefore, the more positively users perceive the trustworthiness of the service, the higher their satisfaction levels are likely to be, ultimately strengthening their intention to continue using the ShopeeFood platform.

4 Conclusion

The results of this study reveal that perceived value and trust both exert a significant and positive influence on reuse intention and customer satisfaction in the context of ShopeeFood users in Denpasar. Users who perceive greater value in the service, in terms of benefits received relative to costs, are more inclined to continue using the platform. Similarly, trust in the system's reliability, security, and driver credibility significantly enhances users' satisfaction and strengthens their intention to reuse the service. Moreover, the findings confirm that customer satisfaction not only has a direct and positive effect on reuse intention but also serves as a partial mediator in the relationships between perceived value and reuse intention, as well as trust and reuse intention. These results underscore the critical role of satisfaction as an underlying mechanism through which value and trust contribute to sustained consumer behavior. The empirical support for these relationships aligns with and extends prior theoretical frameworks, particularly the *Technology Acceptance Model* (TAM) and *Commitment-Trust Theory* (CTT), demonstrating their relevance in digital food delivery services.

From a managerial perspective, these findings offer several practical implications for platform providers. First, enhancing perceived value can be achieved by introducing innovative features such as service personalization, interactive functionalities, and exclusive loyalty programs that distinguish the platform from its competitors. Second, increasing trust may involve improving logistical efficiency, minimizing delivery delays, and providing accurate delivery time estimates, all of which contribute to users' confidence in the platform. Third, improving customer satisfaction requires addressing both technical and operational dimensions, including system stability, order processing efficiency, and the seamless integration of partners across the platform ecosystem. Lastly, to encourage higher reuse intention, ShopeeFood must sustain its competitive advantage by offering superior service quality, attractive pricing strategies, prompt delivery, and a diverse range of restaurant choices. These strategies are essential for building long-term customer loyalty in a highly competitive and fast-evolving digital marketplace.

Limitation

This study has limitations because it only analyzes several factors that influence perceived value, trust, customer satisfaction, and reuse intention. In addition, future research is encouraged to expand the study beyond Denpasar to other regions to enhance external validity and the generalizability of findings. Examining diverse geographical and demographic contexts may yield richer insights into user behavior. Future studies may also incorporate additional mediating or moderating variables, such as perceived risk, service innovation, or platform experience, to further develop the theoretical model and adapt it to broader service contexts.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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